

**AMENDMENTS TO THE CLAIMS:**

This listing of claims will replace all prior revisions, and listings, of claims in the application.

Listing of Claims:

What is claimed is

1. (*Currently amended*) A computer-implemented method for generating a list of search results of goods in response to a search request for goods of a searcher and providing the searcher with goods information, the method comprising the steps of:

maintaining a goods information database, the goods information database for storing at least one ~~[[a]]~~ search listing, the search listing including seller identification information and selling price information;

receiving a search request for goods ~~including a keyword~~ from a searcher;

providing a search result list of the goods in response to the search request for the goods, ~~the search result list of the goods including the search listings, abstracting at least one search listing associated with the keyword from the goods information database, generating a list of search results of goods and transmitting the same to the searcher;~~

detecting a click-through by the searcher of one of the provided search listings for the goods ~~receiving a click selection with respect to any one search listing among the list of search results of goods from the searcher;~~

in response to the detected click-through ~~received click selection~~, generating and storing total selling price information during a first predetermined period by referring to selling price information included in the selected search listing; and

generating advertising costs of selling price for each seller based, at least in part, upon a predetermined selling commission rate and the stored total selling price information. ~~in accordance with a predetermined selling commission rate by referring to the stored total selling price information;~~

~~wherein, in the step of generating total selling price information, the selling price of the selected search listing for each seller is added up by referring to seller identification information included in the selected search listing during a first selling period.~~

2. (*Currently amended*) The method of claim 1, comprising the steps of:

~~generating and storing~~ the detected click-through information of the selected search listing click selection information for each seller during the first predetermined period of the selected search listing with respect to the first selling period, in response to the received click selection;

generating cost-per-click information in accordance with a predetermined unit click cost and the detected click-through information; and based on the click selection information;

providing generating estimated advertising costs for each seller with respect to a second selling period, based on the advertising costs of selling price and the cost-per-click information. ;  
~~and~~

~~transmitting the generated estimated advertising costs to the seller.~~

3. (*Currently amended*) The method of claim 2, wherein the step of providing generating estimated advertising costs comprises the steps of:

comparing the advertising costs of selling price with the cost-per-click information; and

~~selecting determining~~ a smaller value between the advertising costs of selling price and the cost-per-click information ~~for~~ ~~[[to be]]~~ the estimated advertising costs.

4 ~ 5. (*Cancelled*)

6. (*Currently amended*)      The method of claim 2, further comprising the steps of:

~~receiving predetermined deposit from a seller for advertising before the first predetermined period starts; transmitting predetermined advertising deposit information with respect to the first selling period to a seller;~~

~~charging the seller's account with advertising costs for the second predetermined period based upon the estimated advertising costs; generating information on a bill for advertising costs with respect to the second selling period by subtracting the advertising deposit from the estimated advertising costs; and~~

~~providing the seller with outstanding balance information, the outstanding balance information being calculated by subtracting the predetermined deposit from the advertising costs for the second predetermined period. transmitting information on the generated bill for advertising costs to the seller.~~

7. (*Currently amended*)      The method of claim 2, further comprising the steps of:

~~receiving predetermined deposit from a seller for advertising before the first predetermined period starts; transmitting predetermined advertising deposit information with respect to the first selling period to a seller; and~~

in case that a request for termination of advertising is received from the seller within the first selling period, charging the seller's account with the received deposit for the first predetermined period. ~~determining the advertising deposit as advertising costs with respect to the first selling period.~~

8 ~ 9. (*Cancelled*)

10. (*Currently amended*) The method of claim 1, further comprising the steps of:

maintaining a user information database, the user information database for storing basic personal information on a plurality of searchers;

in response to a predetermined login request received from the searcher, authenticating the searcher by referring to the user information database; and

in response to the received click selection, generating detailed search information on goods associated with the selected search listing and storing the same in the user information database.

11. (*Original*) The method of claim 1, further comprising the step of:

generating advertising costs of selling price with respect to each of the sellers, by applying at least one different exemplary selling commission rate to total selling price with respect to each of the sellers during a predetermined period;

wherein the selling commission rate is determined to be the applied exemplary selling commission rate when the total amount of the advertising costs of selling price with respect to

the plurality of sellers during the predetermined period is nearest to the total amount of the cost-per-click information with respect to the plurality of sellers during the predetermined period.

12. (*Currently amended*) A computer-implemented method for generating a list of search results of goods in response to a search request for goods of a searcher and providing the searcher with goods information, the method comprising the steps of:

maintaining a goods information database, the goods information database for storing at least one ~~[[a]]~~ search listing, the search listing including seller identification information and selling price information;

receiving a search request for goods ~~including a keyword~~ from a searcher;

providing a search result list of the goods in response to the search request for the goods, the search result list of the goods including the search listings, ~~abstracting at least one search listing associated with the keyword from the goods information database, generating a list of search results of goods and transmitting the same to the searcher;~~

detecting a click-through by the searcher of one of the provided search listings for the goods ~~receiving a click selection with respect to any one search listing among the list of search results of goods from the searcher;~~

in response to the detected click-through ~~received click selection~~, generating and storing click-through ~~click selection~~ information and total selling price information with respect to a first selling period for each seller;

generating predetermined advertising costs of selling price and cost-per-click information by referring to the stored total selling price information and click selection information, the total selling price information being generated by accumulating selling price information of the

selected search listing, the click selection information being generated by accumulating the number of selections with respect to the search listing;

generating estimated advertising costs with respect to a second selling period, based on the generated advertising costs of selling price and the generated cost-per-click information; and

providing a seller with ~~transmitting~~ the generated advertising costs information ~~to a seller;~~

~~wherein, in the step of generating and storing total selling price information and click selection information with respect to the first selling price for each seller, the total selling price information is generated by accumulating selling price information of the selected search listing and the click selection information is generated by accumulating the number of selections with respect to the search listing.~~

13. *(Original)* The method of claim 12, wherein the step of generating the predetermined advertising costs of selling price and cost-per-click information comprises the steps of:

generating advertising costs of selling price by applying a predetermined selling commission rate to the stored total selling price information for each seller by referring to the seller identification information; and

generating cost-per-click information in accordance with a predetermined unit click cost based on the stored click selection information for each seller.

14. *(Currently amended)* A computer-implemented method for providing a user with goods information through the Internet, the method comprising the steps of:

maintaining a goods information database, the goods information database for storing at least one ~~[[a]]~~ search listing, the search listing including seller identification information and selling price information;

providing the user with goods information on at least one goods;

receiving a selection of a ~~[[the]]~~ user with respect to any one of goods information provided to the user;

in response to the selection, computing total selling price information and click selection information with respect to a predetermined period for each seller;

generating predetermined advertising costs of selling price and cost-per-click information by referring to the computed total selling price information and click selection information;

generating estimated advertising costs with respect to a second selling period, based on the generated advertising costs of selling price and cost-per-click information; and

providing a seller with ~~transmitting~~ the generated estimated advertising costs ~~to a seller~~.

15. *(Original)* The method of claim 14, wherein the step of generating and computing total selling price information and click selection information with respect to the predetermined period comprises the steps of:

computing the total selling price information by adding up the selling price of goods for each seller selected by the user during the predetermined period; and

computing the click selection information, which is the number of times that the user clicks goods information on goods of each seller during the predetermined period, for each seller.

16. *(Previously presented)* A computer readable record medium recording a program for implementing the method according to claim 1.

17. *(Currently amended)* A system for generating a list of search results of goods in response to a search request for goods of a searcher and providing the searcher with goods information, the system comprising:

a goods information database, the goods information database *[[for]]* storing a search listing including seller identification information and selling price information;

an interface, the interface *[[means]]* receiving a search request for goods including a keyword from a searcher;

a list generating module *[[means]]*, in response to the search request for goods, the list generating module abstracting at least one search listing associated with the keyword from the goods information database, the list generating module generating a list of search results of goods and transmitting the same to the searcher;

a record control module *[[means]]*, in response to the received click selection of the searcher selecting any one search listing among the list of search results of goods, the record control module generating and storing click selection information and total selling price information with respect to a first selling period for each seller;

a first advertising costs generating module, *[[means]]* the first advertising costs generating module generating predetermined advertising costs of selling price and cost-per-click information by referring to the stored total selling price information and click selection information;

a second advertising costs generating module, *[[means]]* the second advertising costs

generating module generating estimated advertising costs information with respect to a second selling period, based on the generated advertising costs of selling price and cost-per-click information.

18. (New) The method of claim 1, wherein the step of providing the search result list of the goods comprises the step of:

sorting the at least one search listing in accordance with a predetermined criterion based on selling price information of the search listing.